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1993 Name Generation Results
Responses/Responders

Response Type	Description	Bar Nights	Vans	Racing Events	Community Events
Gross Surveys Rec'd	Estimated surveys rec'd in P.O. Box (includes duplicates)	657,904	3,210,955	108,397	423,261*
Keyed Surveys	Keyed surveys loaded to the DB (includes duplicates)	641,656	2,933,737	106,000	410,999
Total Surveys on DB	Excludes undeliverables, bad address screamers, deceased, etc. Includes duplicates.	593,871	2,561,809	89,149	294,313
Net Actionable Surveys or Gross Responders	Unduplicated surveys (equivalent to responders). Mailable names (have complete address) but include unqualifieds (names w/o sig. or DOB)	456,619	2,074,628	72,841	238,377
Net Qualified Responders	Mailable names who have sig. and DOB	455,151	2,071,922	71,701	227,752
Net Qualified Marlboro Responders	Mailable Marlboro names who have sig. and DOB	307,765	1,636,930	40,862	137,081
Net Qualified Competitive Responders	# unduplicated comp. responders (all brands)	99,879	261,152	15,421	47,485
Net Qualified YAS Responders	# unduplicated YAS (21-24) responders	113,826	303,408	8,246	33,022
Net Qualified New Names	# unduplicated responders who are names new to the DB from this program	342,561	1,251,962	42,949	133,969
Net Qualified New Marlboro Names	# unduplicated new Marlboro responders who are names new to the DB from this program	235,521	993,516	22,413	74,569
Net Qualified New Competitive Names	# unduplicated new Marlboro competitive responders who are names new to the DB from this program	74,418	157,152	8,642	24,915
Net Qualified New YAS Names	# unduplicated new Marlboro YAS responders who are names new to the DB from this program	97,345	230,374	5,951	21,471
Total ONHH	Other Names in Household. Not mailable w/o sig. (unqualified names)	110,496	852,195	NA	NA

Note: Duplication will be present between each name gen. program. Special processing is required to identify duplication; has been requested.

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Source: https://www.industrydocuments.ucsf.edu/docs/tmgn0004